

From: Scala, Mary Joy
Sent: Friday, June 30, 2017 4:24 PM
To: 'Zehmer, James D.W. (jdz5e)'
Subject: BAR Action - 1515 University Avenue - June 20, 2017

June 30, 2017

Lloyd's Building, LLC
510 Carrsbrook Drive
Charlottesville, VA 22901
ATTN James Zehmer

Re: Certificate of Appropriateness Application
BAR 17-06-06
1515 University Avenue
Tax Parcel 090080000
Lloyd's Building, LLC, Owner/ James Zehmer., Applicant
Add Mural to Side Wall

Dear Applicant,

The above referenced projects were discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on June 20, 2017. The following action was taken:

Sarafin moved: Having considered the standards set forth within the City Code, including City Design Guidelines for Public Design and Improvements, I move to find that the proposed murals satisfy the BAR's criteria and guidelines and are compatible with this property and other properties in The Corner ADC district, and that the BAR approves the application as submitted. Schwarz seconded. Motion approved (6-0).

This certificate of appropriateness shall expire in 18 months (December 20, 2018), unless within that time period you have either: been issued a building permit for construction of the improvements if one is required, or if no building permit is required, commenced the project. The expiration date may differ if the COA is associated with a valid site plan. You may request an extension of the certificate of appropriateness before this approval expires for one additional year for reasonable cause.

If you have any questions, please contact me at 434-970-3130 or scala@charlottesville.org.

Sincerely yours,

Mary Joy Scala, AICP
Preservation and Design Planner

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services

City Hall - 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
June 20, 2017**



Certificate of Appropriateness Application
BAR 16-02-03
1515 University Avenue
Tax Parcel 090080000
James Zehmer, Applicant/ Lloyds Building, LLC Owner
Partial demolition and renovation

Background

1515 University Avenue is a contributing property in The Corner ADC District and the Rugby Road-University Corner National Register District. The building combines the c.1896 Minor house with a 1927 commercial building added to the front of the property. The house was two stories tall, triple pile, and constructed of brick with a high-pitched hip roof, still visible on the rear of the property. (Historic survey attached)

February 17, 2016- The BAR approved (8-1) the application as submitted (to make alterations to the south side façade including a new storefront), but with the modifications to the three large openings to come back to the BAR (for administrative approval), and paint color to be decided at a later date.

Application

The applicant is proposing the addition of a mural on the east side of the building, facing Minor Court Lane, in the farthest bay from the front of the building. The bay is one of four and was once a store front that has since been closed up with CMU block and stucco that is painted red. The 2016 renovations restored transom windows in this area.

An artist has been hired, and the concept of the mural is to use bright colors in a sunburst, spiral, or swirl, possibly with a dark outline of the Rotunda.

Criteria, Standards, and Guidelines

Review Criteria Generally

Sec. 34-284(b) of the City Code states that,

In considering a particular application the BAR shall approve the application unless it finds:

- (1) That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and*
- (2) The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.*

Pertinent Standards for Review of Construction and Alterations include:

- (1) Whether the material, texture, color, height, scale, mass and placement of the proposed addition, modification or construction are visually and architecturally compatible with*

the site and the applicable design control district;

(2) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;

(3) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;

(4) The effect of the proposed change on the historic district neighborhood;

(5) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;

(6) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;

(8) Any applicable provisions of the City's Design Guidelines.

Pertinent Design Review Guidelines for Public Design and Improvements

J. PUBLIC ART, STATUES, & FOUNTAINS

(Amended October 21, 2013)

1. Maintain existing features related to public art, statues and fountains.

2. Public art is preferred that offers a place-making role in celebrating and communicating the history and culture of the districts.

3. Develop an appropriate relationship between materials, the scale of artwork and the surrounding environment.

4. Choose artwork that is appropriate for the current general character of the site.

5. Consider the appropriateness of the sculpture base.

6. Public art, statues, and fountains shall be maintained as accessible to the public.

7. A mural's appearance, materials, colors, size, and scale should be compatible with the building and historic district of which the building is a part.

8. The use of neon, luminescent, or reflective paint or materials is discouraged.

9. A mural should not obscure or distort the historic features of a building, and should not cover an entire wall.

10. Murals painted on primary facades are rarely permitted and strongly discouraged.

11. In general, previously unpainted masonry should be left unpainted.

12. Painting directly onto the walls of a non-contributing building, or adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.

13. In general, murals should be created on removable material, no directly on a building wall; installed on framing that allows water to weep between the mural and the wall; and attachments should not irrevocably damage the building.

14. Mural art that constitutes a sign shall conform to the sign regulations.

Discussion and Recommendations

The proposal to *add a mural to a previously-painted, non-primary elevation of a contributing building* meets that guideline. The mural is not proposed on unpainted brick and the placement is in an alley, not on the primary face of the building.

It is important that the mural is kept on the stucco surface, and does not extend onto the unpainted brick or the painted trim.

Perhaps the Corner Parking Lot attendants should be asked to weigh in on their preferred design.

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for Public Design and Improvements, I move to find that the proposed mural satisfy the BAR's criteria and guidelines and are compatible with this property and other properties in The Corner ADC district, and that the BAR approves the application as submitted (or with the following modifications...).

Architectural And Historic Survey



Identification

STREET ADDRESS: 1515 University Avenue
MAP & PARCEL: 9-30

CENSUS TRACT AND BLOCK:

PRESENT ZONING: B-2

ORIGINAL OWNER: Kate Minor

ORIGINAL USE: Residence or Boarding House

PRESENT USE: Drug Store, Apartments

PRESENT OWNER: John D. and Evelyn H. Lloyd

ADDRESS: "Glenorchy" Rt. 25c West
Charlottesville, Va

HISTORIC NAME: Minor Court Building (C.M.R.A.)

DATE / PERIOD: 1896 and 1927

STYLE: Vernacular

HEIGHT (to cornice) OR STORIES: 2

DIMENSIONS AND LAND AREA: 47.2' x 209' (9865 sq. ft.)

CONDITION: Good

SURVEYOR: Bibb

DATE OF SURVEY: Fall 1930

SOURCES: City/County Records

Sanborn Map Co. - 1896, 1907, 1920, 1939

ARCHITECTURAL DESCRIPTION

The Minor house is two storeys tall, triple pile, and constructed of brick laid in 5-course American-with-Flemish bond on the sides and rear. It has a high-pitched hip roof now covered with composition shingles, with projecting eaves, boxed cornice, and Philadelphia gutters. The original chimneys have been removed. There is a small, steep gable covered with pressed tin on each side of the house: centered on the east side, over the western half of the rear elevation, and over projecting bays on the facade and west side. The projecting bay on the west side is semi-octagonal, and spool brackets support the overhanging corners of the roof. Windows are double-sash, 1-over-1 light, and segmental-arched at the first level. There is a pair of 4-over-4 light attic windows in each gable. A one-storey veranda originally extended from the projecting bay to the east end of the facade. The flat-roofed commercial building replaces the veranda and extends to the street. It is two storeys tall and three bays wide. Construction is of brick laid in stretcher bond. The facade is of pressed brick. The facade is arcaded, with round arches with keystones springing from a corbelled string-course at window-top level. The area below the arches has been filled in and covered with a massive metal sign. There are two separate doors, flanked by pilasters, in the entry recess in the center bay, indicating that the building was once divided into two store rooms. Narrow wooden pilasters also flank the display windows in the side bays. There is a segmental-arched pair of double-sash, 1-over-1 light windows in each bay at the second level. There are matching corbelled brick cornices with mousetoothing above the storefront and just below the plain concrete-capped parapet. The parapet cornice continues along the east (Minor Court) side of the building. A narrow space separates this building from the one on the west. The first bay on each side of the building is similar to the facade. There is a large thermal window at the first level on the Minor Court side. Most of the windows at the first level have been closed; there is a single window in each bay at the second level. The entrance to the stair hall serving both old and new buildings occupies the last two bays of the commercial building. The corbelled storefront cornice above it continues over the three storefronts (two now bricked up) which have been cut into the east side of the Minor house.

HISTORICAL DESCRIPTION

Miss Kate Minor purchased this lot from Raleigh C. Minor in 1894 (ACDB 102-296) and built the house in 1896, according to tax records. At her death in 1918 she willed it to her sister Anne P. Minor (City WB 2-131). J. H. Irving and Harry H. Robinson, who conducted the University Grocery a block away, bought the house from Anne Minor in 1926 (City DB 55-235) and built the large commercial building onto the front the next year. Jameson's Bookstore occupied the western store room, and later the combined store room, from 1927 until the mid-1950's. Lloyd's Rexall Drug Store has occupied it since that time. The Minor house was used as a boarding house for University students for many years, and there are still rental rooms on the second level. The first level is used by the University Cafeteria as a kitchen and storeroom. The Minor Court Building was awarded to Irving's estate when Irving & Robinson's holdings were partitioned in 1940 (CB 104-142). The present owners purchased it from his heirs in 1964 (DB 253-94 and 98).
Additional References: City DB 227-213; City WB 4-199.

SIGNIFICANCE

The Minor House is the last of several large residences built around the turn of the century along University Avenue across from the University Grounds. Most were rooming or boarding houses for students.

UTM: 17/719340/4212490

HISTORIC LANDMARKS COMMISSION - DEPARTMENT OF COMMUNITY DEVELOPMENT

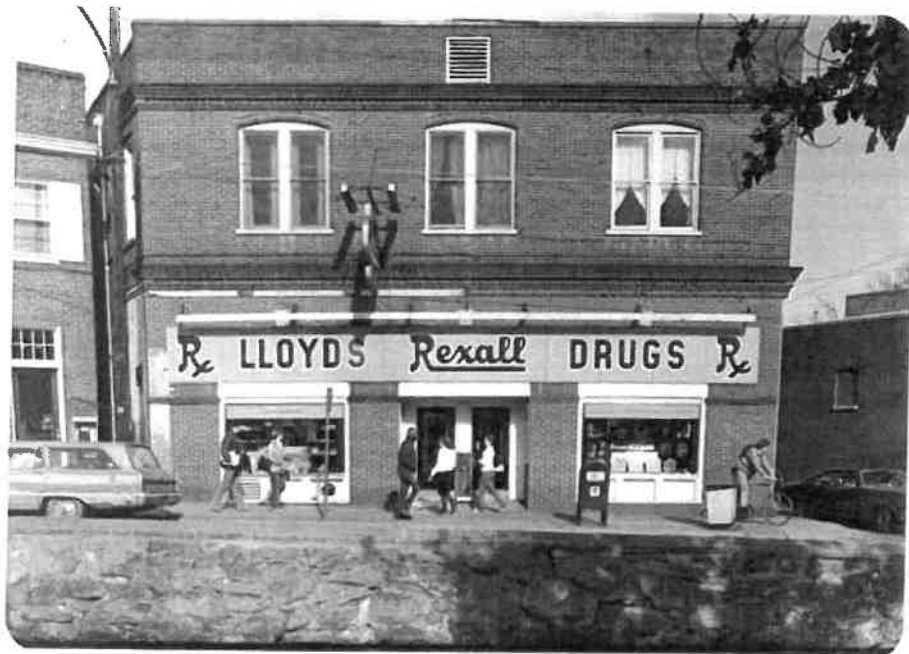
SEP 7 1982

#70

*Architectural And Historic
Survey*



Graphics



Date 2/10/90 File No. 104133-53
Name Minor Court Building
Town Charlottesville 15th St
County _____
Photographer S. S. Leonard
Contents Exterior views





Board of Architectural Review (BAR)
Conservation District Certificate of Appropriateness

Please Return To: City of Charlottesville
Department of Neighborhood Development Services
P.O. Box 911, City Hall
Charlottesville, Virginia 22902
Telephone (434) 970-3130 Email scala@charlottesville.org

RECEIVED
MAY 30 2017

NEIGHBORHOOD DEVELOPMENT SERVICES

Please submit ten (10) hard copies and one (1) digital copy of application form and all attachments.

Please include application fee as follows: New construction project \$375; Demolition of a contributing structure \$375; Appeal of BAR decision regarding new construction or demolition \$125. Make checks payable to the City of Charlottesville.

No fee required for: Additions and other projects requiring BAR approval and not listed above; Administrative approvals; Appeals of BAR decisions if the original application was not subject to an application fee.

The BAR meets the third Tuesday of the month.

Deadline for submittals is Tuesday 3 weeks prior to next BAR meeting by 3:30 p.m.

Project Name/Description: Exterior Mural at 1515 Parcel Number: 090080000

Project Address/Location: 1515 University Avenue

Owner Name: Lloyd's Building, LLC Applicant Name: James Zehmer

Applicant Information

Address: 575 Alderman Road Charlottesville, VA 22904
Email: jdz5e@virginia.edu
Phone: (W) 434-243-5168 (H) 434-566-7294

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct.

James Zehmer 05/26/2017
Signature Date

James Zehmer May 26, 2017
Print Name Date

Property Owner Information (if not applicant)

Address: 510 Carrsbrook Drive Charlottesville, VA 22901
Email: lloydshallmark@gmail.com
Phone: (W) 434-97-9282 (H) 434-978-1634

Property Owner Permission (if not applicant)

I have read this application and hereby give my consent to its submission.

John Lloyd 5/26/2017
Signature Date

John Lloyd May 26, 2017
Print Name Date

Description of Proposed Work (attach separate narrative if necessary): Colorful geometric mural on the alley side of the 1515 Building. The mural may or may not have the profile of the Rotunda incorporated into it. Please see the attached descriptive narrative.

List All Attachments (see reverse side for submittal requirements): Images of the proposed mural options

For Office Use Only

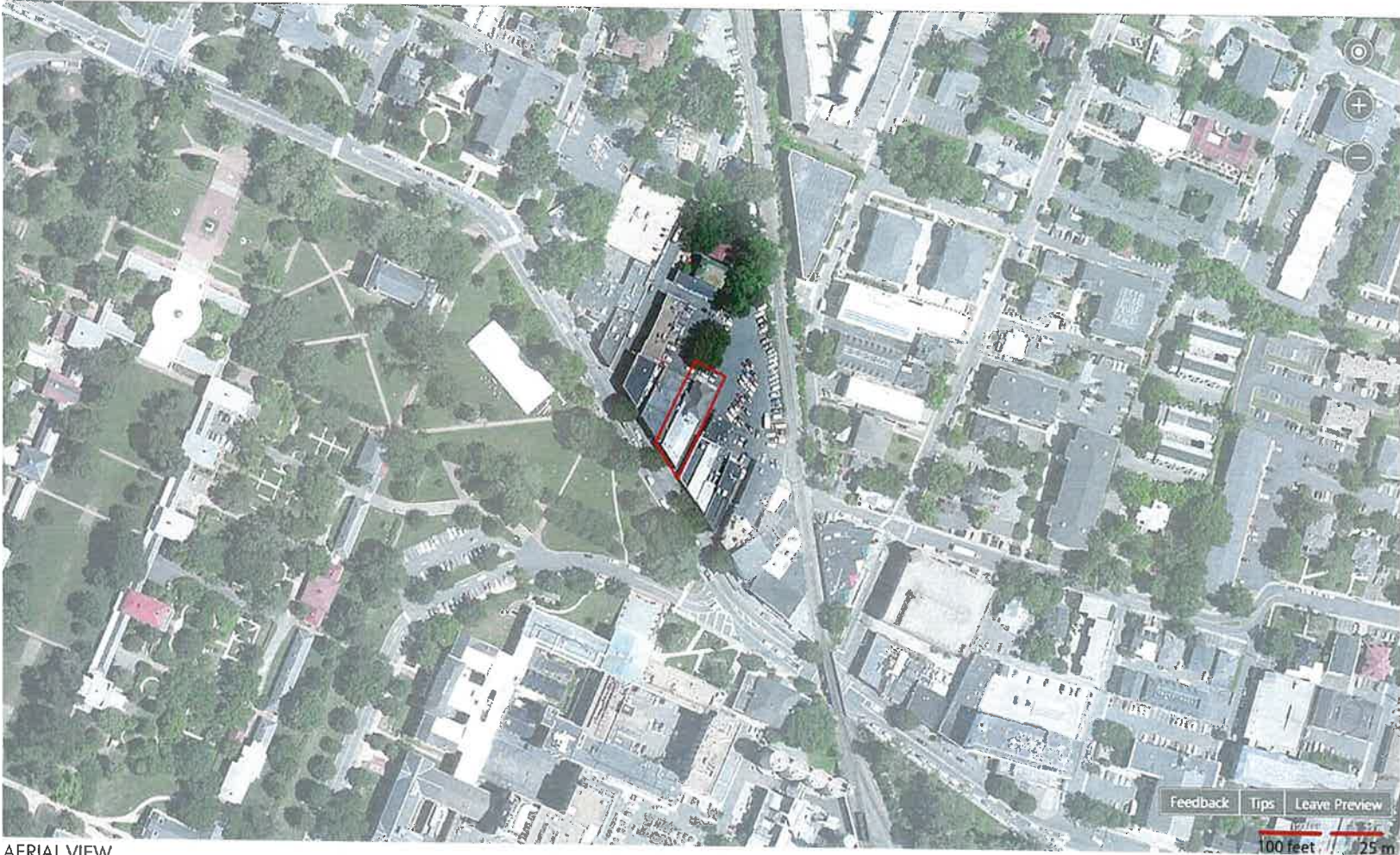
Received by: O. Ebas Approved/Disapproved by: _____

Fee paid: 1250 Cash/Ck. # 0250 Date: _____

Date Received: 5/31/17 Conditions of approval: _____

Revised April 2017

P17-0050



AERIAL VIEW

1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

June 20, 2017

Approved 6/20/2017



COURTESY CLEVELAND WEBBER



The Corner parking lot, behind the shops and restaurants on University Avenue



1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

June 20, 2017





EXISTING SOUTH ELEVATION



East Elevation

1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

June 20, 2017

Approved 6/20/2017





Proposed Mural
Location

FRONT VIEW FACING WEST

CHARLOTTESVILLE, VA
June 20, 2017



Board of Architectural Review (BAR) Conservation District – Certificate of Appropriateness

Subject: Exterior mural at 1515 University Avenue

Date of Application: May 30, 2017 for June 20, 2017 BAR Meeting

1) A written description of proposed exterior changes

The 1515 Building has four bays facing Minor Court Alley on its east side. These bays represent commercial storefronts that date to the late 1920s. Over the years, subsequent changes to the building closed in these storefront openings with cmu block with a stucco finish painted red to match the brick walls of the building. As a part of the recently completed renovation project, the two southern-most bays were re-opened as an entrance and glazed opening, recalling the historic configuration and providing much-needed natural light to the rear portion of the first floor. This work was approved by the BAR at their February 17, 2016 Meeting.

To show their support of this new student center on “The Corner”, the Seven Society of UVA has hired mural artist Tripp Barnes to paint several murals inside the building and one on the exterior of the building. The exterior mural’s proposed location is on the stucco surface of the northern-most bay on the east elevation of the building. This bay faces into the Corner Parking Lot.

Typical of the artist’s style, the proposed mural will be painted in bright colors in some sort of sunburst, swirl, or spiral pattern. The proposed mural may or may not have a silhouette of The Rotunda on top of it. Due to the schedule of the design process, this application is showing several versions of the design, with the intent of having the final version selected in time for presentation at the BAR meeting on June 20th. As soon as the final version is ready, it will be sent to BAR members in advance of the meeting for their review and reference.

The following is a description from artist Tripp Barnes describing this mural:

Outside Mural:

1515’s alleyway wall will have a lot of foot traffic. We want a design that not only captures the attention of passerby’s, but also the perfect spot for “Social Media Mural Selfies.” One image attached has a mockup of students on how they might take pictures.

Keeping up with our own research from students while on campus, when asked “what comes to mind when they think of UVA,” majority referred to “The Rotunda.” Even though there may have been mention of avoiding direct University references, it cannot be avoided that this building embodies the heart of the university, along with the town of Charlottesville.

The idea – would be to do a black design of the building with exploding rays of color coming out in many directions from behind it. This will capture the eye, while the central positioning of the Rotunda building

will allow for the perfect "photo" opportunity. It could become a trend, and spread like wildfire. This idea can be mocked up fairly quick. But first I want to make sure it interests you.

We might not even need to add the Rotunda as the exploding rays might look amazing by themselves. This could always be decided after the rays and or swirls are painted. I've included pattern mock-ups.

2) A general sketch plan of the property including: the location of existing structures; property and setback lines; and any proposed new construction, additions or deletions, parking areas, and fences.

Please see the plats and Sanborn maps on pages 4 & 5. No new construction, deletions, parking areas, or fences are proposed as a part of this application. The only "addition" would be the new mural.

3) The total gross floor area of the existing building is 16,900.

4) Elevation Drawings depicting existing conditions and proposed exterior changes;

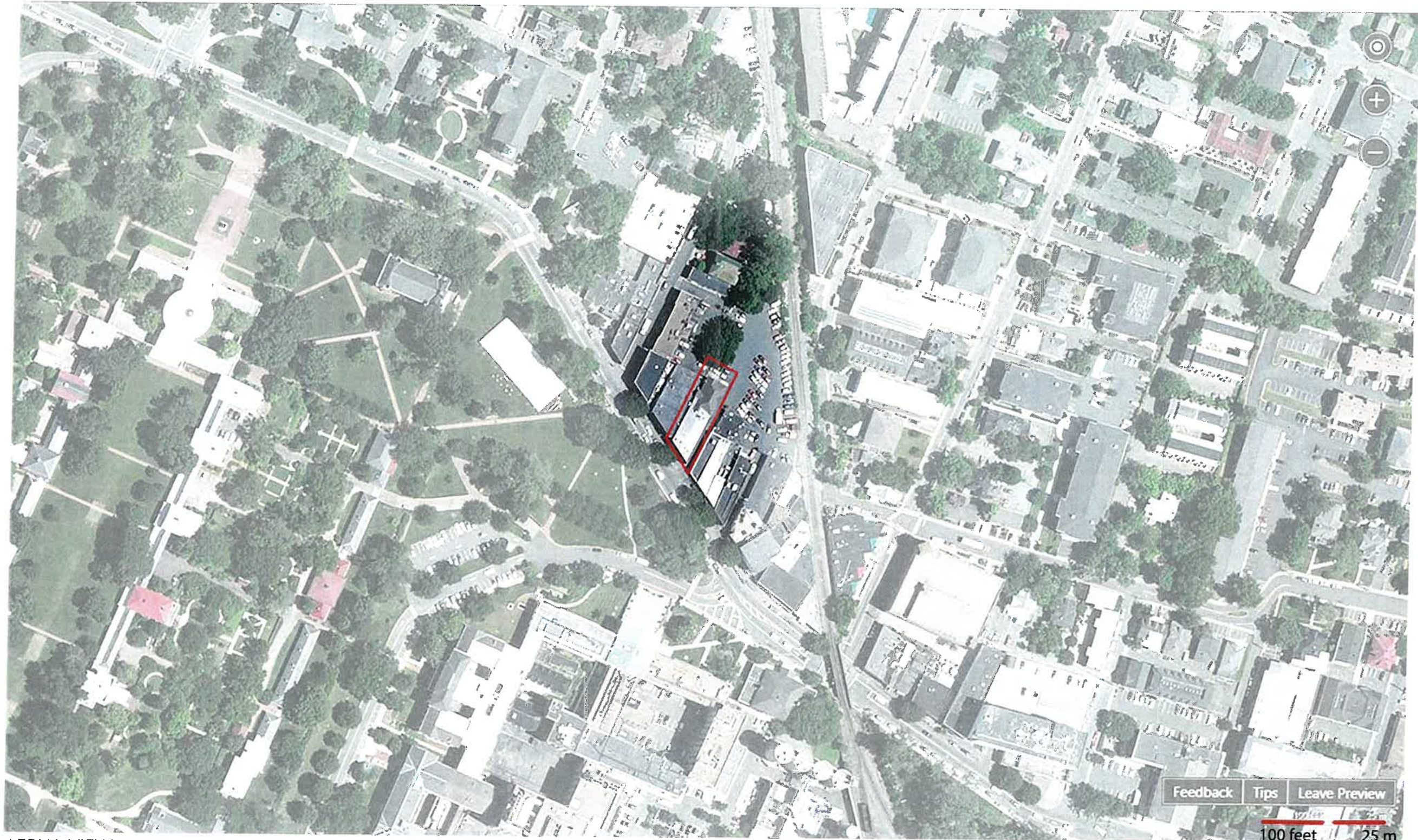
Please see sheets 6 - 13 showing a photograph of the existing condition and the various versions of the proposed mural.

5) Photographs of subject property in context of the buildings on contiguous properties

Contiguous buildings shown on sheets 7 & 8

6) In the case of a demolition request where structural integrity is at issue, the applicant shall provide a structural evaluation and cost estimates for rehabilitation, prepared by a professional engineer. The director may waive the requirement for a structural evaluation and cost estimates in the case of an emergency, or if the building is the primary residence of the applicant.

Not Applicable.



AERIAL VIEW

1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

© 2017



COURTESY CLEVELAND WEBBER



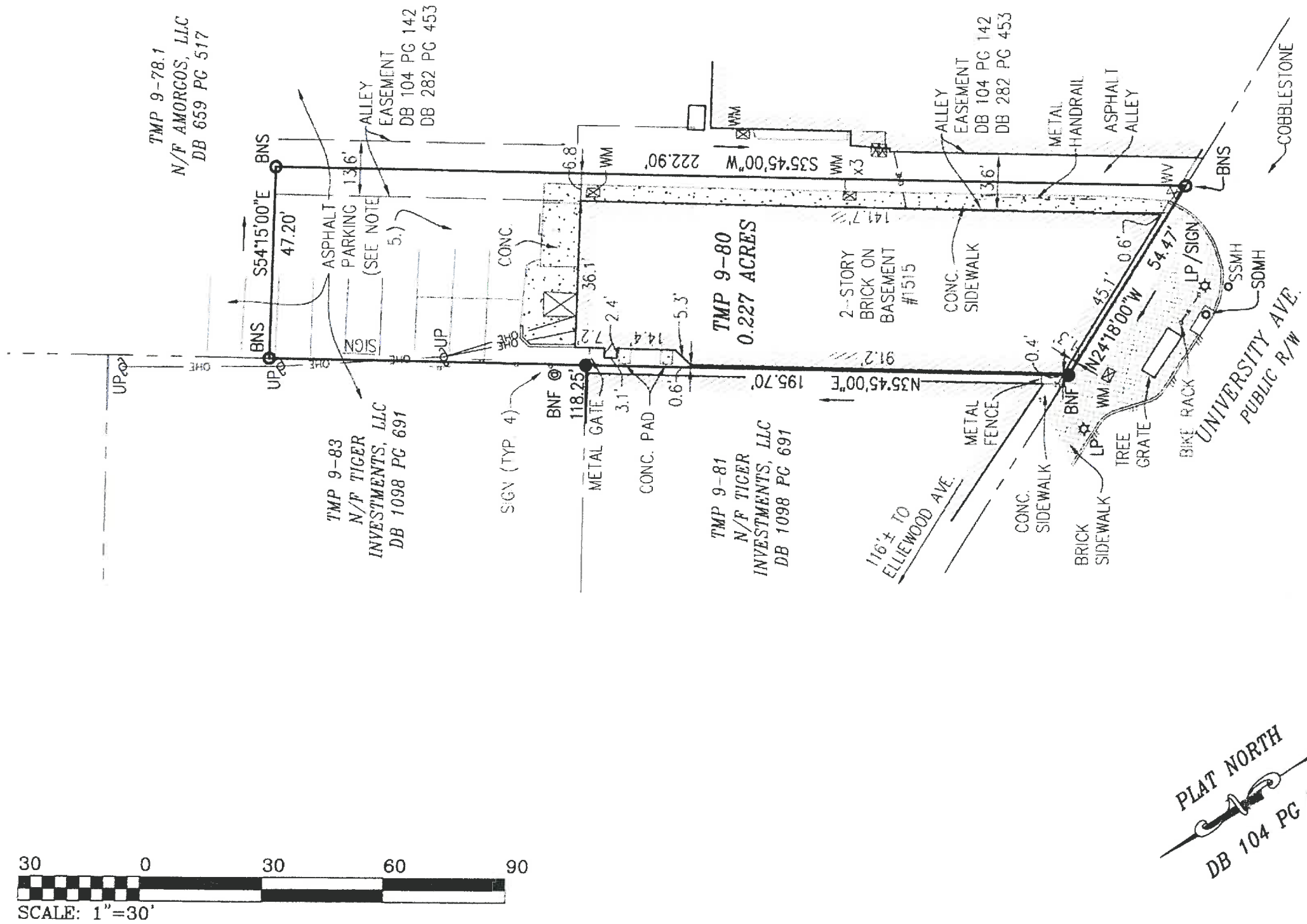
The Corner parking lot, behind the shops and restaurants on University Avenue



1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

© 2017





- LEGEND**
- BNF BOUNDARY NAIL FOUND
 - BNS BOUNDARY NAIL SET
 - LP LAMP POST
 - OHE OVERHEAD ELECTRIC
 - SDMH STORM DRAIN MAN HOLE
 - SSMH SANITARY SEWER MAN HOLE
 - UP UTILITY POLE
 - WM WATER METER
 - WV WATER VALVE

NOTES:

THIS PLAT HAS BEEN PREPARED WITHOUT THE BENEFIT OF A TITLE REPORT AND DOES NOT THEREFORE NECESSARILY INDICATE ALL ENCUMBRANCES ON THE PROPERTY SHOWN HEREON AND SAID PROPERTY MAY BE SUBJECT TO INFORMATION DISCLOSED ON A TITLE REPORT BY A LICENSED ATTORNEY. THIS PLAT HAS BEEN PREPARED FROM AN ACTUAL FIELD SURVEY DONE AS PER THE DATE OF THIS PLAT USING MONUMENTS FOUND TO EXIST AT THE TIME OF THIS SURVEY. THERE ARE NO VISIBLE EASEMENTS OR ENCROACHMENTS EXCEPT AS SHOWN. THE AREA SHOWN HEREON IS LOCATED IN ZONE "X" AND DOES NOT FALL WITHIN FLOOD HAZARD ZONE "A" FOR A 100 YEAR FLOOD AS SHOWN ON FEMA MAP NUMBERS. 51003C0267D & 51003C0286D. THIS DETERMINATION HAS BEEN MADE BY GRAPHIC METHODS, NO ELEVATION STUDY HAS BEEN PERFORMED AS A PORTION OF THIS PROJECT. THE PROPERTY IS ZONED CD (CORNER DISTRICT). SEE SECTION 34-770 FOR BUILDING SETBACKS PER THE CURRENT ZONING ORDINANCE. ASPHALT PARKING AREA SHOWN ON REAR OF SUBJECT PARCEL EXTENDS ACROSS BOUNDARY LINES AS SHOWN. NO APPARENT EASEMENT OR ACCESS FOR JOINT USE OF SAID AREA, OTHER THAN ALLEYS EASEMENT AS SHOWN, IS KNOWN TO EXIST BASED ON RECORD INFORMATION EXAMINED BY THE SIGNING LAND SURVEYOR.

1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

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1920 Sanborn Map

The 1920 Sanborn still shows the Site prior to existing development.

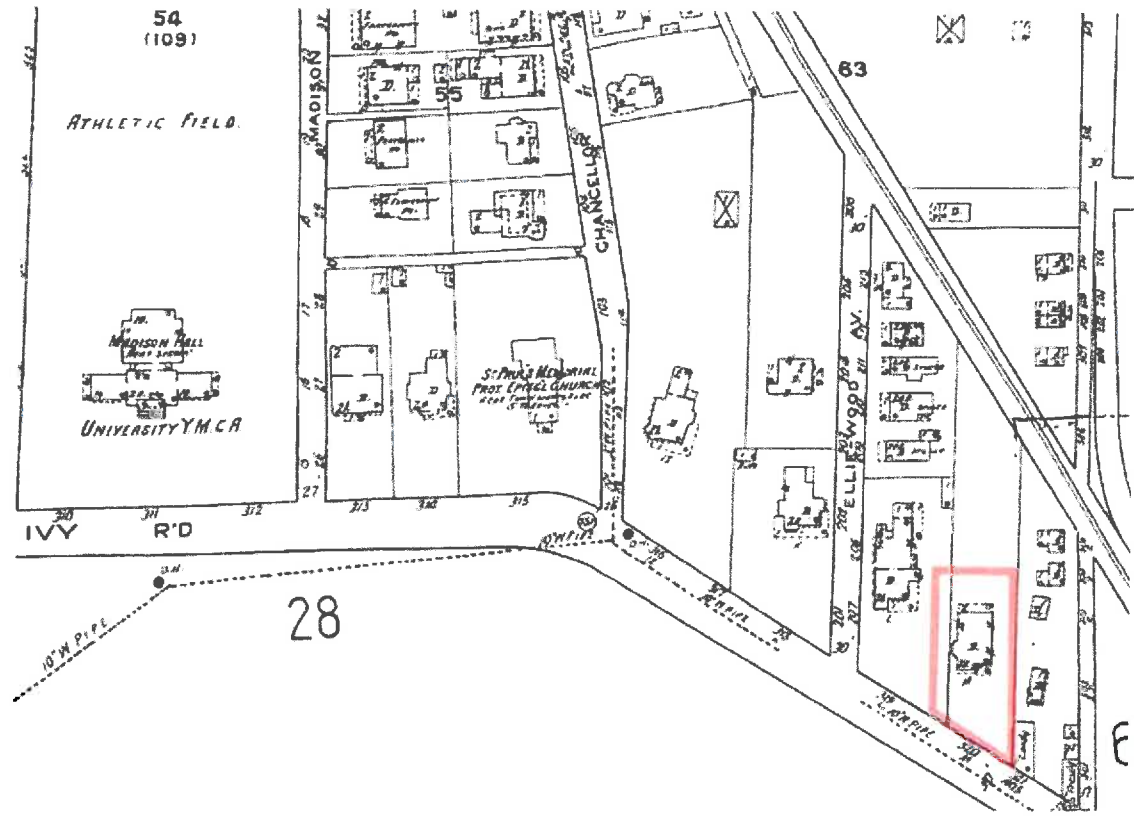


Figure 13. 1920 Sanborn Map of the site

1929 Sanborn Map

The 1929 Sanborn shows the existing building has been added to the front of the Minor House on Site. The building is noted as housing several stores, including "cleaning and pressing." The second floor is noted as being used for "rooming." There is a wired glass skylight near the center of the building. Bourbon Place (aka Minor Court Alley) borders the site to the east and the small stores at the back of the building front on this alley. A small pedestrian passageway separates the building from the businesses to the west.

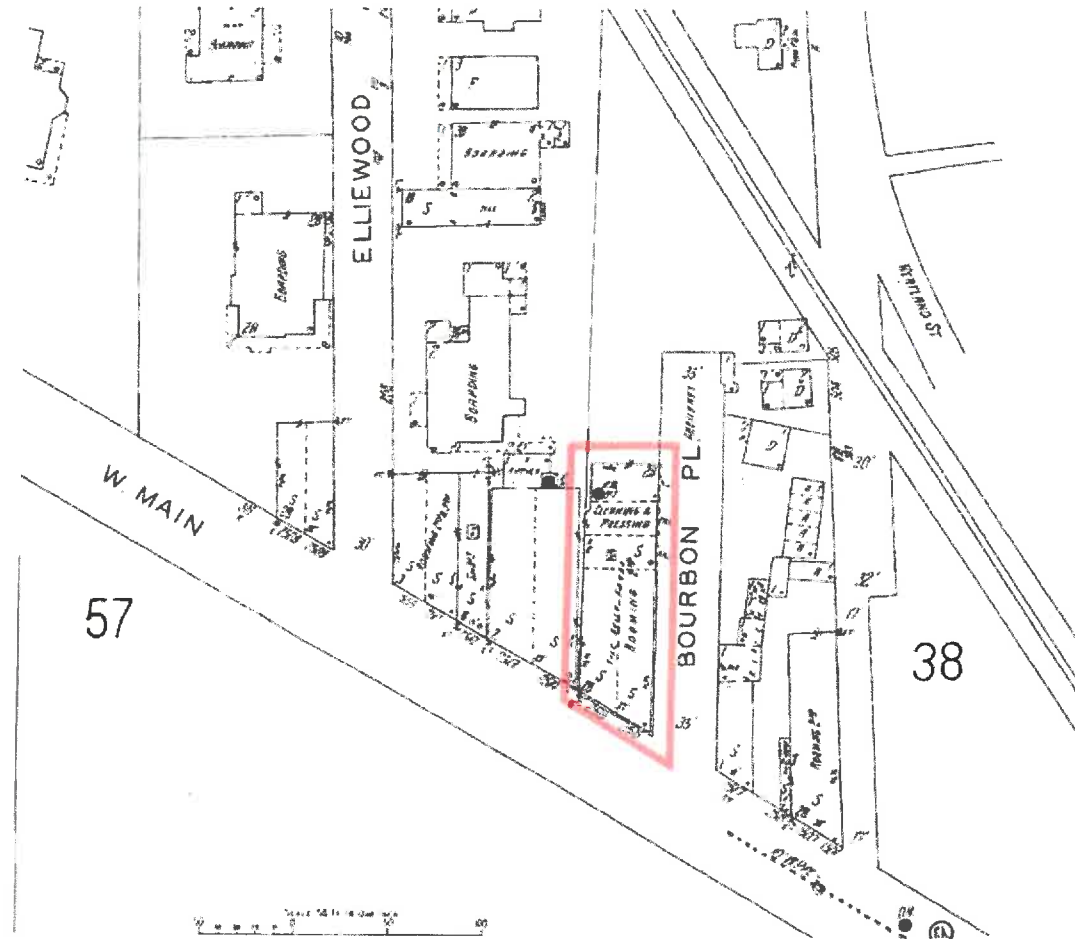


Figure 14. 1929 Sanborn Map of the site.

1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

© 2017





EXISTING SOUTH ELEVATION



1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

© 2017





Proposed Mural Location

FRONT VIEW FACING WEST

CHARLOTTESVILLE, VA

© 2017





Proposed Mural Location

EXISTING VIEW FROM NORTH-EAST CORNER

1515 UNIVERSITY AVE.
CHARLOTTESVILLE, VA

© 2017



Outside Mural:
Ray/Swirl Mockups





